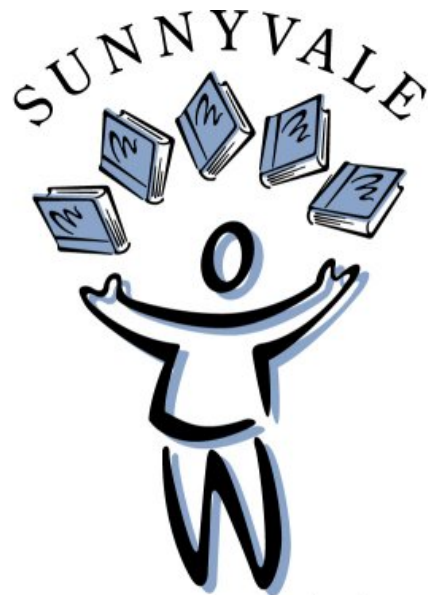




City of Sunnyvale



# **Library** *of the* **Future**

## Study and Strategy

VOLUME 2

*Prepared in collaboration with the*  
**Sunnyvale Public Library**

*Draft Document, December 13, 2006*

*by*



ANDERSON BRULÉ ARCHITECTS

*For more information about Sunnyvale's Library of the Future, visit*

***libraryofthefuture.inSunnyvale.com***

# Appendix

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# Appendix

## Appendix Item 1

### References and Resource Material

#### ***Community Needs Assessment***

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#### ***Plan of Service***

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## Appendix Item 2

### Process Participants

*Key Informants and  
Focus Group and  
Community Forum  
Participants*

1. Ainscow, Jeff
2. Alcid, Eddson
3. Allen, Jamie
4. Allen, Lee
5. Anderson, Pam
6. Ang, Lily
7. Aoyama, Ron
8. Aubin, Mark
9. Aubin, Zachary
10. Aubin, Jesse
11. Aubin, Georgina
12. Aubin, Lucas
13. Aufang, Jennifer
14. Avila, Joseph
15. Babicz, Max
16. Barta, Marlise
17. Bea, Autumn
18. Beckerman, Mara
19. Bennett, Lisa
20. Breakston, Evelyn
21. Brown, Gary
22. Brubaker, Clare
23. Bryant, Thom
24. Camp, Jan
25. Carlson, Dorothy
26. Carlson, Theodore
27. Carrig, Tom
28. Carrig, Donna
29. Cheo, Michael
30. Cheo, Sunny
31. Cherkas, Manny
32. Christo, Cheryl
33. Chu, Wilma
34. Chuck, Howard
35. Chuck, Marla
36. Codiana, Sheri
37. Cohen, Happy
38. Colson, Radhiya
39. Cotton, Cynthia
40. Crabtree, Liana
41. Curran, Mike
42. Curtis, Catherine
43. Dalton, D
44. Danz, Jim

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### Process Participants

45.	Day, Maria
46.	Del Lima, Bethany
47.	Diehl, Joanne
48.	Dobkin, Daniel
49.	Dutra, Jayoshree
50.	Evans, Debra
51.	Evatp, Barbara
52.	Falk, Micki
53.	Fertig, Renee
54.	Fields, J
55.	Flaherty, Tom
56.	Flanagan-Hanson, Mary
57.	Fong, Wesley
58.	Forrester, Jack
59.	Franz, Katy
60.	Fukumoto, Barbara
61.	Galvacs, Andrea
62.	Gans, Wener
63.	Goldsmith, Daniel
64.	Green, Sheryl
65.	Griffith, Jim
66.	H, Luc
67.	Hada, Javad
68.	Haggart, Craig
69.	Haje, Paul K.
70.	Harms, Robert
71.	Harrison, Evan
72.	Harrison, Jackie
73.	Heithoff, Chris
74.	Hinze, Linda
75.	Hlady, Alison
76.	Holmes, Michael
77.	Horne, Julie
78.	Horton, Becky
79.	Hostetler, Don
80.	Hostetler, Betty
81.	Imamura, Kari-Ann
82.	Isaak, Mark
83.	Ishimaru, Mikio
84.	Jansen, Hubert
85.	Kahn, Sabrina
86.	Kamiya, Sumiko
87.	Karipineni, Ananda
88.	Keegan, Barbara
89.	Keen, Carla

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### Process Participants

90.	Kelly, Kristina
91.	Khazeni, Manijeh
92.	Klein, Larry
93.	Knight, Janet
94.	Kniss, Liz
95.	Kong, Myron
96.	Korff, Lisa
97.	Kristin, Danee
98.	Kushner, Bobby
99.	Larson, Sue
100.	Lawson, Bob
101.	Lawson, Margaret
102.	Le, Kim
103.	Leeper, Troy
104.	Leeper, Ann
105.	Leeper, Matthew
106.	Lewis, Dave
107.	Lin, Jian
108.	Lipsig, Joe
109.	Lipsig, Mary Ann
110.	Liu, Mr.
111.	Liu, Ms.
112.	Liu, Susan
113.	Lofgren, Holly
114.	Long, Russell
115.	Long, Ms.
116.	Lord, Patricia
117.	Maddox, Danielle
118.	Malmstrom, Nida
119.	Malmstrom, Randy
120.	Manfrey, Joe
121.	Martins, Silvia
122.	Masters, George
123.	Mauersberger, Gottfried
124.	McCracken, Shawn
125.	McDonnell, Chris
126.	McDonnell, Rachel
127.	McFadden, Family
128.	McKale, Alex
129.	McKenna, Diane
130.	McLeod, Lisa
131.	McParland, Ana
132.	Meyering, Patrick
133.	Miller, Melissa Anne
134.	Montalvo, Leticia



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### Process Participants

135.	Morishima, Melinda
136.	Nandkishore, Pumima
137.	Nazari, Mahin
138.	Nickey, Judy
139.	Ning, Ning
140.	Last Name Not Offered, Brenda
141.	Last Name Not Offered, Ruth
142.	Last Name Not Offered, Silly
143.	Last Name Not Offered, Wendy
144.	Oliver, Richard
145.	P.V, Moorthi
146.	Pacheco, Richard
147.	Pai, Eric
148.	Pan, Maria
149.	Pathak, Narendra
150.	Peluffo, Steve & Carol
151.	Petrie, Jerry & Pam
152.	Picard, Ben
153.	Puryear, Kathy
154.	Quon, Phil
155.	Rajgara, Rizwanna
156.	Ramchandani, Rohit
157.	Reese, Michael
158.	Reynolds, Linda
159.	Riddell, Hugh
160.	Riddle, Elsie
161.	Riley, Gail
162.	Riskin, Orit
163.	Riwell, Thomas
164.	Rowe, Jack
165.	Rudnicki, Dr.
166.	Salans, Josh
167.	Schaub, Jennifer
168.	Scheiding, Stefanie
169.	Schwartz, Arthur
170.	Schwartz, Mrs.
171.	Shah, Vinu
172.	Shah, Kokila
173.	Shain, Jenny
174.	Shimamoto, David
175.	Shumaker, Michele
176.	Skrabutenas, Gene
177.	Smith, Sharadon
178.	Soneye, Victor
179.	Srinivasan, Srinija

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### Process Participants

180. Stadtseld, Donna
181. Stawitcke, Andrea
182. Stein, Mei-Ling
183. Stein, Richard
184. Stewart, Kimberly
185. Subrama, Ventakesh
186. Sulser, Brandon
187. Tivol, Nancy
188. Torres, Valerie
189. Tseng, May
190. Usim, Bill
191. Varesio, Clare
192. Varesio, Robert
193. Velseo, Therry
194. Verma, Amret
195. Vorreiter, John
196. Vorreiter, Pat
197. Waddell, Kathy
198. Walker, Robert
199. Wan, Esther
200. Wang, Erica
201. Wanigatunga, Roland
202. Weber, Esther
203. Werner, Gans
204. Whittum, David
205. Wicks, Don
206. Wilson, Angelique
207. Winter, Patricia
208. Wong, Stephanie
209. Woodmansee, Roxanne
210. Woodworth, David
211. Yacoub, Caroline

***Presentations  
Made by Sunnyvale  
Public Library to  
Civic and  
Community  
Organizations***

The Library also made presentations to numerous civic and community organizations to raise awareness and develop advocacy for the Library of the Future project. The following list identifies the organizations included in this outreach effort.

1. Neighborhood Association Quarterly Meeting – August 14, 2006
2. Teen Advisory Committee for the City of Sunnyvale – September 6, 2006 (flyers distributed)
3. Senior Advisory Committee – Monday, September 11, 2006
4. Friends of the Sunnyvale Public Library – Monday, September 11, 2006
5. Board of Library Trustees – Monday, September 11, 2006
6. Sunnyvale Rotary Club – Tuesday, September 12, 2006
7. Kiwanis Club of Silicon Valley – Wednesday, September 13, 2006

## Appendix Item 2

### Process Participants

#### *Library Staff Participants*

8. Chamber of Commerce's Wake Up Sunnyvale – Thursday, September 14, 2006

1. Alexander, Denise
2. Anderson, Melanie
3. Barajas, Sandra
4. Barrow, Deborah
5. Bridges, Becky
6. Cooney, Elizabeth
7. Craine, Thais
8. Crane, Marilyn
9. Crawford, Marji
10. Denniston, Susan
11. Dimpel, Jane
12. Dolorfo, Mildred
13. Doxtad, Christine
14. Drewek, Edith
15. Espinosa, Casey
16. Giarrizzo, Ellen
17. Hanson, Joyce
18. Harris, Juanita
19. Heiker, Judy
20. Ho, Stephen
21. Hsu, Amy
22. Hua, Van
23. Iaquinto, Larry
24. Jackson, Joan
25. Lobos, Sandra
26. Kaplan, Sue
27. Kelly, Helen
28. Kempen, Sara
29. Kuramoto, Garrett
30. Lopez, Angelo
31. Mofty, Soraya
32. Nguyen, Huy
33. Papa, Michael
34. Pollak, Marsha
35. Shain, Jenny
36. Sloan, Steve
37. Subainati, Julie
38. Wachter, Betsy
39. Wiser, Joy

#### *Consultant Team*

Monique Wood, Project Manager, Anderson Brulé Architects, Inc.  
 Pamela Anderson-Brulé, Design Principal, Anderson Brulé Architects, Inc.  
 Rob Cameron, Project Coordinator, Anderson Brulé Architects, Inc.

# Appendix Item 2

## Process Participants

Sam McBane Mulford, Principal Strategist, Anderson Brulé Architects, Inc.

## Appendix Item 3

### Outreach Activities

#### *Encouraging Participation*

The Core Team and consultants obtained information from community members and stakeholders through a variety of meetings and methods for encouraging input. These outreach activities, conducted in 2005 and 2006, extended the discussion within the City and Community regarding the library since 1992, when a Library Space Needs Analysis was completed and from 2003 when the Council accepted the Library Sub-element..

The outreach process was promoted within the community through a variety of means. Flyers and information regarding the community forums and the questionnaire were mailed and e-mailed to stakeholder contacts, posted on Web sites for the City, Library, and affiliated organizations, and posted and distributed at both civic and privately owned buildings throughout the city. The community forum was widely advertised in the media and at the library through banners, bookmarks, and brochures. Members of the Core Team contacted the community and key representatives of organizations by phone, mail or through invitational e-mail messages, seeking their participation in the outreach process.

Staff took the following actions to promote the Community Visioning about Sunnyvale's Library of the Future and encourage participation through attendance at or distribution of information to the following:

- Earth Day Festival
- Neighborhood Association Email List
- Health and Safety Fair Outreach
- Summer Quarterly Report
- Economic Development Newsletter
- Hands on the Arts Outreach
- Flyer/Logo Development
- Elementary schools
- Between the Lines July/Aug Issue , May 25 Production for June 15 Distribution
- Chamber of Commerce Newsletter
- Library Email List
- News Release (all media), June 23 Production for July 5 Distribution
- Sunnyvale Art Club Exhibition Outreach (1,000 audience), June 25 and June 26
- State of the City Outreach (1,000 audience), July 4
- Board of Trustees Invitation, July 11

Building upon the community meetings and staff work done in previous years, an outreach effort to include focus groups, key informant interviews and a community-wide meeting was conducted at the library in September 2006. Additionally, the Core Team attended or made presentations at numerous meetings (governmental, service and community-based organizations, etc.) to generate awareness and support for the needs assessment project.

Direct mailings of the community forum and focus group flyers were completed for individuals and groups on the following lists:

- State of the City
- Chamber of Commerce

## Appendix Item 3

### Outreach Activities

- 2005 Community Building Workshop Participants
- Library Program Flyer Distribution points (e.g., Senior Center, Community Center, One-Stop, Columbia Neighborhood Center, etc.)

In addition,

- A media release was prepared, and distributed to Bay Area news outlets. The news release was featured on the City's home page.
- The City's Community Calendar was updated to include event information.
- Slides were prepared and displayed on the local access channel KSUN.
- The World Journal newspaper was contacted to provide information on the project to its readers.
- The Sunnyvale Sun wrote an article informing the public of the Community Forum and Focus groups.
- Director Deborah Barrow was interviewed by Communications Officer John Pilger and the interview was delivered and continue to be available by podcast.
- A banner was made for the Community Forum and hung above the Library entrance.
- The Sunnyvale City Council made an announcement about the Community Forum at their meeting on Tuesday, September 12.
- Library Web site was updated to include downloadable flyers.
- Director Deborah Barrow set up a blog to post comments relating to the Library of the Future and encourage discussion.
- An invitational letter was distributed to City Boards and Commission members.

Staff participated in the following meetings to encourage participation in the Community Forum and Focus Groups:

- Neighborhood Association Quarterly Meeting – August 14, 2006
- Teen Advisory Committee for the City of Sunnyvale – September 6, 2006 (flyers distributed)
- Senior Advisory Committee – Monday, September 11
- Friends of the Sunnyvale Public Library – Monday, September 11
- Board of Library Trustees – Monday, September 11
- Sunnyvale Rotary Club – Tuesday, September 12
- Kiwanis Club of Silicon Valley – Wednesday, September 13
- Chamber of Commerce's Wake Up Sunnyvale – Thursday, September 14
- Discussions with Columbia Neighborhood Center representatives

Invitational e-mail messages were sent to individuals representing a broad cross-section of the community as well as the following groups:

- Library Department's e-mail list (1,000 persons)
- Economic Development division's e-mail list (1,000 businesses)
- Chamber of Commerce's e-mail list (400 businesses)
- All Sunnyvale Neighborhood Associations
- Answer point to Chinese Cultural Center in South Bay
- Answer point to India Community Center, Sunnyvale
- Answer point to Hindu Temple

## Appendix Item 3

### Outreach Activities

- Answer point to Sunnyvale Historical Society
- Local school District Superintendents
- Answer points of private and public schools
- Leadership Sunnyvale
- City staff





## Appendix Item 4

### Process Memoranda

***Community,  
Stakeholder and  
Staff Outreach and  
Working Sessions  
Memoranda***

1. Community Forum, September 20, 2006
2. Comments to *libraryofthefuture.inSunnyvale.com* July 2005 through October 2, 2006
3. Focus Group 1, September 21, 2006
4. Focus Group 2, September 21, 2006
5. Focus Group 3, September 21, 2006
6. Focus Group 4, September 24, 2006
7. Focus Group 5, September 24 2006
8. Staff Meeting Exercise October 12, 2006
9. Staff Plan of Service Workshops October 17 and 18, 2006
10. Staff Building Program Workshops October 24 and 25, 2006

***Core Team  
Meeting  
Memoranda***



## Appendix Item 5

### 2005 American Community Survey

The following tables were generated using American FactFinder <http://factfinder.census.gov> on September 29, 2006. The tables referenced include:

1. General Demographic Statistics: 2005 Sunnyvale California
2. Selected Social Characteristics 2005 Sunnyvale California
3. Selected Economic Characteristics 2005 Sunnyvale California
4. Selected Housing Characteristics 2005 Sunnyvale California